



Newsletter 2017

SBS Swiss Business School



Summer Edition

1 Welcome to the SBS Newsletter Summer Edition!

Enjoy reading the news about SBS community and events!

YOUR SBS TEAM

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FIFA Company Visit

Our BBA and MSc students participated at the beginning of May in a wonderful company visit to FIFA, the home of the World Cup and the international governing body of football. During this visit students had an opportunity to attend a short lecture and discussion, and ask question about the business side of the organization as well as learn many interesting facts about FIFA. Later on the students were treated to a tour of the state-of-the-art facility and briefly got to glimpse some of the many varied activities that take place there. It was a great trip and the students enjoyed themselves immensely.



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Chocolate Factory Visit

In May our students from undergraduate (BBA) and graduate (MSc) programs visited the Läderach factory in Bilten, for a wonderful chocolate experience. The students learnt about the growing, harvesting, fermenting, drying and preparing of cocoa beans for processing into their final form of chocolate. They had the opportunity to observe the cleaning, roasting, grinding and mixing of the cocoa as well as the various ingredients that go into the chocolate. Students could taste the unfinished chocolate at different points along the process, from very bitter to very sweet.

Their experienced guide, Mr. Patrick, explained to them how Läderach works with the cacao farmers and growers worldwide to create economically and environmentally sustainable products. High quality chocolate, such as that produced by Läderach, is a Swiss tradition combining generations of innovation and expertise with each delicious bite.





Top Universities

SBS Swiss Business School is proud to announce that we have been ranked 26 for our Online MBA by QS Top Universities.

The QS Distance Online MBA Rankings were created with exactly this distinction in mind - to assess Online MBA programs across factors that are particular to a distance or virtual learning experience.

Six areas of assessment are utilized by the QS Distance Online MBA Rankings 2017: employability, student quality, established in the market, faculty and teaching, class experience and diversity.

RANKED #26 IN THE 2017 QS DISTANCE/ONLINE MBA RANKINGS
SBS Swiss Business School
Online Master of Business Administration



2017



CEO Magazine showcases top business schools from around the globe and has released its 2017 Global MBA Rankings. Using a ranking system entirely geared to weighted on fact-based criteria, CEO Magazine aims to cut through the noise and provide potential students with a performance benchmark for those schools under review. SBS Swiss Business School is proud to announce the following rankings:

- ★ Ranked Tier One Institution for European MBA
- ★ Ranked 6 for our Global Executive MBA
- ★ Ranked 2 for our Global Online MBA



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Swiss Center for Applied Business Research

In the quest to become Switzerland's leading Business School, recognized for innovative contributions to business and management; accomplished and dedicated faculty; and a multinational & cultural environment, SBS Swiss Business School this year founded the Swiss Center for Applied Business Research (SCABR).

The Center will be responsible for all research activities of SBS, including the coordination of the Journal of Applied Business Research (SBS-JABR) published annually.

This Journal plays a key role in the creation of 'state-of-the-art' academic and professional knowledge within a fully international dimension. Ms. Cassandra Budlong serves as the Chief Editor of the SBS-JABR.



SBS JOURNAL OF APPLIED BUSINESS RESEARCH (SBS-JABR)
Global Excellence in Applied Business Research

The IoT Tech Expo Europe

SBS Swiss Business School was an active participant of the IoT Tech Expo Europe 2017. The two-day event took place in Berlin, and offered 10 conference tracks, an exhibition, start-up incubator, IoT meet up and an evening of networking. The event attracted over 4,000 attendees with delegates from across Europe and beyond. SBS attended this event to reach out to interested and potential MBA candidates seeking to gain commercial knowledge in running a business. We extend a thank you to all who came and spoke with us. We hope to be in touch again and welcome you to our SBS community.



8 Graduation Ceremony in Riga

SBS Swiss Business School and Banku Augstskola School of Business and Finance's Graduation Ceremony took place in Riga, Latvia, on Thursday, 22 June 2017.

We would like to take this opportunity to congratulate all graduates and wish them the best of luck!



Upcoming events!



September

06.09.2017: High school fair, Institut Montana Zugerberg in Zug

16.09.2017: SBS SWISS BUSINESS SCHOOL GRADUATION CEREMONY!

16.09.2017: High school fair, Begin Group Edu Fair Moscow, Russia

17.09.2017: High school fair, Begin Group Edu Fair St.Petersburg, Russia

20.09.2017: School visit, International School of Lausanne

26.09.2017: International College Day, Berlin International School, Germany

27.09.2017: High school fair, International School of Schaffhausen

28.09.2017: Alumni Event at SBS

30.09.2017: Begin Central Asia Tour Astana, Kazakhstan

October

03.10.2017: High school fair, Collège du Léman Sàrl, Geneva

05.10.2017: Post CIS Workshops & College Fair Day at Lyceum Alpinum, Zuoz

November

22.11.2017: Master Messe, Zurich-Oerlikon

30.11.2017: Alumni Event (to be announced)

Summer break!



This is the last edition of the SBS Newsletter before the summer season.

Our Team wishes all current and former students, as well as all lecturers, a great summer break. We hope you will all have lots of fun, and exciting moments, during your summer holiday.

Thank you to all who continue to make our SBS the best it can be.

Have a happy holiday!

YOUR SBS TEAM

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